

Comment: RM-11836 Petition for MA3 All-Digital Mode AM Radio

As a former broadcast station owner and radio enthusiast, I fully support the proposal for all-digital AM. Digital AM will not only bring pristine, noise-free audio to the listener but also bring back a degree of parity to AM stations by helping them better compete with FM as well as permit a greater variety of programming options. It might also set the stage for FM to eventually go all digital.

But for such a transition to be successful, I believe that it is necessary for the FCC mandate that all cars sold in the U.S. be equipped with radios that can decode digital signals. High digital radio penetration in the marketplace is essential for this proposal to work and the lack thereof is what has kept digital radio from expanding. It is also my belief that all digital receivers sold in the U.S. be enabled to receive both HD Radio and DRM and that broadcasters be allowed to choose which transmission system will best fit their needs and budget. As it is, today's digital radios have chips that contain all flavors of digital radio built in to them and are only locked into one standard based on export. DRM is already the U.S. standard for digital SW broadcasts.

Since digital transmission makes it possible to stream more than one audio channel on a carrier, I propose that AM stations that transition to all digital, be allowed to channel share in a manner similar to DTV. Such "sharing" stations could be licensed by the FCC. Channel sharing would certainly better utilize the AM band and allow for new entrants into broadcasting.

Thank you for your time.

Daniel Brown